



UTAH DEPARTMENT OF AGRICULTURE AND FOOD

ANIMAL INDUSTRY DIVISION • BRAND INSPECTION PROGRAM

The Utah Department of Agriculture and Food (UDAF) Brand Inspection Program is a critical asset to Utah's livestock industry, the state's largest agricultural sector. UDAF unequivocally supports the Brand Inspection Program and the importance of third-party, in-person brand inspections. The Brand Program operates and will continue to operate within a fiscally responsible budget.

A brand is the only permanent identification an animal can carry; as such, brand inspections protect both the buyer and seller in transactions and are a key component of a prosperous livestock industry. In addition to the Brand Inspection Program's importance in facilitating commerce in the state, the program plays an invaluable role in protecting public and animal health. By tracking the movements of all livestock, outbreaks of disease are able to be traced and prevented, protecting both human health and Utah's robust meat industry.

Membership of the Livestock Brand Board is reflective of the livestock industry in the state. The Department supports the board's current structure, its role in the Brand Inspection Program, and the Governor's Board overseeing this program.

UDAF supports the need for POST certification for Brand Inspectors. The authority and skills provided by POST certification are critical to the Department's ability to carry out its responsibilities. UDAF maintains the certification of current employees, but does not mandate that new employees are POST-certified. UDAF employs two livestock investigators; one in northern Utah and one in Southern Utah. The department will continue to support maintaining these roles within the Brand Inspection Program.

UDAF is committed to continued improvements, serving Utah's agricultural producers, and carrying out our statutory responsibilities. Any questions may be directed to Animal Industry Director Leann Hunting at (385)977-2158 or leannhunting@utah.gov

BRAND INSPECTION PROGRAM: CONTINUED IMPROVEMENTS



The Utah Department of Agriculture and Food is focused on the continued improvement of the Brand Inspection Program through innovative solutions to reduce costs and improve services. Recent improvements were recognized with the 2020 Governor's Award for Excellence for Innovation and Efficiency with the launch of the online brand renewal system, mobile brand inspection systems, and livestock brand recognition tools. These improvements led to improved efficiency, increased customer satisfaction, reduced risks, reduced costs, and new critical data tracking capabilities.

COMPLETED PROJECTS

- Online brand renewal
- Mobile brand inspection app
- Livestock Brand Recognition Digital Tool
- Distributing cattle theft and livestock shooting posters throughout the state

PROJECTS IN QUEUE

- Online brand registration portal
- Online customer brand inspection history
- Processing inspection payments in the field
- Text alerts for missing livestock
- Consolidating inspection areas
- Publishing brand books
- Integrating brand application system with animal disease traceability software

UDAF is committed to the continual improvement and maintenance of the Brand Inspection Program to provide the best possible customer service to those we serve.

